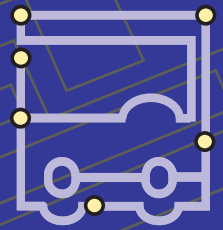


Transitworks!

CONNECTING OUR COMMUNITY



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The Wheels On The Bus

MTD is creating a new public transit standard based on our popular electric shuttles and recent advancements in communications technology. This new standard will be applied in a "route systems" approach, resulting in an attractive transit system that gives our community a viable transportation choice. MTD will implement these new route systems in progressively ambitious projects that include new and existing services:

– The Cottage Hospital/Oak Park Route.

This existing service is being upgraded as a first demonstration of the route system concept. The upgrade includes enhancements to the vehicles and bus stops as well as a new overall branded image. (see "All Around the Town," pg. 2).

– Crosstown Electric Shuttle.

This new service coming this summer will quickly and conveniently connect Eastside and Westside neighborhoods to each other and to the downtown area. (see "All Around the Town," pg. 2).

– Electric Avenue.

These routes in Carpinteria, Santa Barbara, and Goleta will use clean, quiet, 30-foot electric-propulsion buses that target neighborhoods near major activity centers. New buses now under development will be compatible with this environment, and customers will welcome these small, quiet buses closer to their homes.

– Corridor Management.

Managing traffic flow along the popular State Street/Hollister Avenue corridor requires a combination of services. Express buses must accommodate large volumes of riders attempting to quickly travel from one end of the corridor to the other. Local buses will serve passengers throughout the corridor with frequent stops. Both the express and the local buses will be optimized through the use of Intelligent Transportation Systems (ITS) traffic management technologies such as allowing signal right of way for buses and quickly redirecting buses impacted by heavy traffic.



*Downtown-Waterfront Shuttle
on State Street*



Example of 30-foot Electric Bus

Vehicles. A prototype 30-foot electric vehicle for the Electric Avenue is now under construction, and delivery is expected this September. MTD will evaluate the prototype to choose the most efficient configuration for recharging the vehicle during the day.

All Around the Town

Oak Park Shuttle



*26-foot Electric Bus on
Oak Park Shuttle Route*

MTD recently introduced 26-foot electric buses on the popular Line 3, Oak Park Shuttle. All of these vehicles have low floor boarding zones and large windows offering a clear view of our beautiful city. This 100% electric bus route offers a clean and quiet alternative to diesels in a neighborhood setting.

When MTD made the decision to convert its Oak Park Shuttle to an electric fleet it made sense to repackage this service with a fresh new look. Some of the exciting new amenities include matching poles, benches and trash receptacles at bus stops, all of which utilize a color palette that blends well with other architectural elements in the area. Several stops will include enhanced passenger route and schedule information, including a detailed bus system map to assist our customers with their trip planning. Even the exterior graphics on the vehicles will be a part of the repackaged service.

MTD is working closely with the Santa Barbara County Arts Commission and the Visual Arts in Public Places committee to create a truly mobile art show. Artists will audition to participate in this program and will be selected to have their artwork displayed on the sides of the vehicles. The underlying theme of the art will take its inspiration from the various ethnic festivals which occur at Oak Park throughout the year. Not only will the artwork be beautiful, it will serve a purpose as well. By graphically depicting the various Ethnic Festivals the vehicles will visually display one of their primary weekend destinations, Oak Park.

The Oak Park Shuttle is a battery powered, electric, non-polluting shuttle. The shuttle stops are well integrated with their surroundings and offer increased passenger amenities. This model successfully highlights many aspects of the "Electric Avenue" concept that will be implemented on the South Coast in the near future.

Crosstown Shuttle

Two of Santa Barbara's most vibrant neighborhoods, the east and west side, will soon be linked by an electric shuttle. This crosstown service is a completely new route that will complement the Line 1, which carries over one million riders per year. While the Line 1 stops at the Transit Center on its east west journey, the crosstown will offer a direct trip that opens up Micheltorena street for transit service. The Crosstown Shuttles will operate during the peak hours, targeting the close-in commuter with a high-frequency, short-trip transit service.

The City of Santa Barbara took an unprecedented step to fund the Crosstown Shuttle service by utilizing parking revenue, which typically is not used to fund transit service. Importantly, the Crosstown Shuttles will provide a new transit route with electric buses serving downtown employees and will alleviate congestion at critically impacted City intersections in the downtown area.

**"Electric shuttles are zero-emission,
quiet and acceptable in
neighborhoods closer to the
customers' home."**

- Martin Erickson,
Manager of Government Relations, MTD



Crosstown Shuttle Under Construction

The Crosstown Shuttle route is based on MTD's demonstrated success with electric shuttles. In 1991, the MTD and City of Santa Barbara introduced battery-electric shuttles in the Downtown-Waterfront of Santa Barbara to replace gasoline vans and small diesel buses. This partnership led to an immediate 1000% ridership increase on the route. Even more important, users like it and businesses support it. Since then, the south coast has expressed a clear desire for more electric transit service that can serve neighborhoods, as demonstrated by the recent success of the Seaside Shuttles in Carpinteria. The Seaside Shuttles have exceeded ridership expectations and have been welcomed and embraced by the community. MTD is adapting this successful business model to the Crosstown Shuttles, and recently began the process with an important neighborhood outreach effort gathering valuable input from local residents. MTD looks forward to the Crosstown Shuttle route having a similar impact in Santa Barbara as it brings the east and west sides closer together.

The Wheels On The Bus

- continued from page 1 -

Charging. MTD has successfully operated electric transit vehicles for 10 years. Part of this success occurs during the important charging phase. Currently, MTD consciously chooses to recharge its vehicles during the off peak times between midnight and 6:00 AM. Not only is this economical, it's responsible. MTD draws upon local electric power supplies while they are most abundant, which is especially important during California's serious power crisis.

Looking ahead, MTD will recharge the new 30-foot electric buses both overnight and in service. One option for recharging in service is to connect the buses to chargers unobtrusively located along the route. Another option is to employ an on-board generator, which will allow buses to operate all day long. MTD is also considering electricity production at its downtown yard. Electricity would be sold to the grid during the day, offsetting the cost of electricity used for recharging overnight. Whether or not MTD develops energy production facilities, the electric buses will recharge using inexpensive energy available from the grid at night.

Communications & Branding. Included in this new "route systems" approach are several advanced communications elements. MTD's newly updated website now includes a trip planner allowing riders to plan their trip in advance and tailor it to their individual needs (see "Smart Transit," pg. 4). Printed maps and schedules will be augmented with Internet, cell phone and personal digital assistance displays. Interactive kiosks will provide real-time vehicle information, schedules and community information. NextBus technology, planned for early 2002, will inform customers directly at bus stops of the estimated time of arrival of their bus.

It is also important to recognize the value of "branding" these new services. The consumer must be able to easily recognize the "product." Graphic designs (e.g., logos and themes) will be developed for vehicles, communications, and bus stops to provide a cohesive image from home to destination, allowing a high "comfort level" for all passengers.

Bus Stops. All of the bus stops in the MTD service area will be improved over the next several years. Conventional bus stops will receive new poles, signs, benches and shelters. SuperStops may include ATMs, newsstands, retail sales, and interactive kiosks. ITS enhanced stops will include these amenities as well as other technologies that will assist passengers in catching the bus safely and conveniently.

Transit for the 21st Century. MTD's successful track record for putting quality bus service on the road has positioned our community's transit system well. MTD's current efforts to create a new public transit standard, including a system approach that helps manage the flow of people, will result in an even more attractive transit system. The Santa Barbara community will truly have "Transit for the 21st Century."



NextBus Display

Voices in the Crowd

Editor's Note: Voices in the Crowd is devoted to guest articles on key transportation issues. Chairman of the Westside Community Center, Bruce Rittenhouse responds to our question, "What does transit mean to you?"

Most who use public transit do so out of necessity, therefore the goal must be to create an atmosphere that will bring riders by choice. It is imperative that we all work together to reduce the dependence on vehicle use in our city.

While MTD equipment is state-of-the-art and some of the finest available, what is required by users is detail to function before form. The primary goal of users is to get from point A to B. One of the answers is the "Electric Avenue." The proposed extension to the East and Westside provides efficient service, eliminating a transit center stop. The most exciting thing is that this is going to happen soon.

MTD has come a long way. In the nearly twenty years that I have been in Santa Barbara I have watched real concern for innovation both in equipment and ideas. The MTD solicits your suggestions and acts on them. They continue to seek information from those who actually ride the bus. They recognize that if they build it, we will ride it. So, while your waiting at the bus stop speak to your neighbor, it might just be me.

"It is imperative that we all work together to reduce the dependence on vehicle use in our city."

- Bruce Rittenhouse, Chairman,
Westside Community Center

Smart Transit

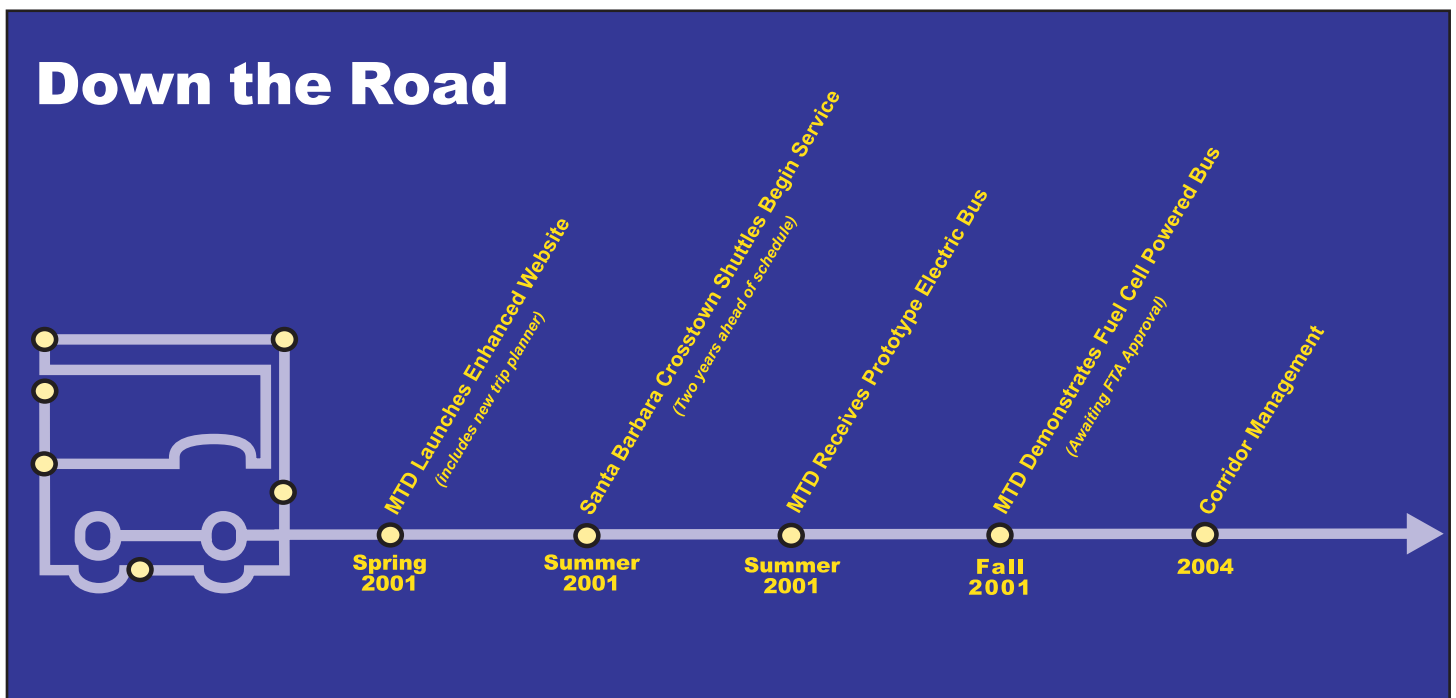
MTD's new web site has arrived! It's now easier than ever to get route and schedule information. Visit www.sbmtd.gov today and check out these great new features:

- **Interactive Maps** that quickly and easily link you to your bus route.
- **Bus Passes On-Line** available for purchase with your credit card.
- A listing of **Community Events** and how to get there by bus.
- **My MTD**, a club that provides members with many benefits including email updates about changes to their routes.
- The **Bus Stop Locator**, which finds the bus stop nearest you and identifies if it's wheelchair accessible.
- A **Trip Planner**, most commonly used by vacationers as they plan their road trips, has been specifically created to assist you in determining which bus to take. Simply enter your address and that of your destination and you will receive a complete printable itinerary of how to get there by bus.



MTD's New Website

Down the Road



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